

*Arts,*  
*Culture*  
*and Entertainment*

A

*Vision*

FOR SAINT PAUL

A report to Mayor Randy Kelly  
and the Saint Paul City Council





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## *Special thanks:*

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The Saint Paul Chamber Orchestra

The Science Museum of Minnesota

COMPAS

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City of Saint Paul Office of Planning and Economic Development

City of Saint Paul Office of Parks and Recreation

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## EXECUTIVE SUMMARY

Saint Paul is a vibrant community, blessed with any variety of artistic, cultural and entertainment activities. These organizations and the individuals involved with them help define the community and provide meaningful entertainment and educational opportunities to residents and visitors. Just as importantly from a policy perspective, these organizations generate significant economic impact in Saint Paul.

The past few years have been challenging for artists and organizations involved in the arts, culture and entertainment (ACE) industry. Recognizing the importance of strengthening those entities involved in the ACE sector, Mayor Randy Kelly formed a Task Force to develop a vision for the ACE sector in Saint Paul over the next decade.

This plan recognizes that there are opportunities to strengthen the ACE industry in Saint Paul through partnerships between the ACE organizations themselves as well as between the ACE, public and philanthropic sectors.


There are opportunities for non-profit and for-profit organizations to better collaborate since those who support their programs through ticket purchases generally do so with an expectation to be entertained and without regard to the non-profit or for-profit status. These organizations can better align their interests and achieve efficiencies through sharing administrative systems and finding new ways to jointly market Saint Paul as a place with arts, culture and entertainment thrive.

As has always been the case, public and philanthropic support will continue to be key to the success of these entities in achieving quality programming and maximizing economic impact. However, these organizations need to demonstrate that they are maximizing earned income and running effectively, efficiently and with an effort to meet “best practice” standards. Public and philanthropic partners deserve certainty regarding the impact of their investments in the ACE industry in Saint Paul, and benchmarking will be key to measuring success.

There are five primary goals upon which the strengthening of the ACE sector in Saint Paul will rely:

1. Address the arts, cultural and entertainment interests and aspirations of all Saint Paul residents.
2. Strengthen the role of the ACE sector in citywide economic development and promotion.
3. Provide young people with access to a range of high quality arts and cultural education programs, from appreciation to professional training.
4. Improve communications and coordination among ACE organizations and between the ACE sector and the broader community.
5. Improve operations and strengthen earned and contributed revenues for ACE organizations.

This report identifies specific strategies for making progress on these goals and calls for leaders from the public, private and non-profit sectors to take up the challenge of recognizing and maximizing the economic impact the ACE industry brings to Saint Paul and the contributions these entities make to the quality of life not only in Saint Paul, but throughout Minnesota.



“**THIS** plan represents a huge step forward for St. Paul in many ways. For the first time in my memory, St. Paul will have a roadmap which recognizes the importance of the arts and entertainment as an economic and business engine for the City. If we don’t do this, it would be huge missed opportunity for the entire City, and especially downtown. This is something St. Paul does well and can do even better.”

Richard Zehring  
President, MSP Commercial